

Because Features, Benefits, and Bells-And-Whistles Simply Aren't Enough Anymore

You're receiving this manifesto-like piece on what it's going to take to gain more business online (but especially to an affluent client-base) because you are on a quest to capture two things right now; 1) experience, and 2) exclusivity.

The masterful circus promoter P.T. Barnum once said, "There's a customer born every minute", and after studying the buying habits and processes of consumer's behavior (especially online) for the last decade, I've learned first-hand that people will spend almost any amount of money on something—anything—that will change their internal state. **Consumers want to feel something. Provide them with what they want, and you'll get rich.**

People also want to feel that they are unique. If they can buy that uniqueness, they will. Owning something you've made—say, a collectible version of whatever you sell that few others have—is one way to accomplish this sense of individuality. This same lesson can be carried over to a service business: **If your process makes people feel elite, then you've got them.**



There's more, of course, but I'll save that for the back-end of this quick-read report when I introduce you to how the *pipelined* approach that we use at ShowroomMarketing.com helps clients generate recurring revenue and leads in this Internet era at a rate similar to how goods are consumed at a Black Friday super-sale. Then, we will wrap up here by sharing a few client case studies and a few ways to take advantage of the ShowroomMarketing.com Method™, for free, that you will hopefully find helpful and urge you to reach out for more answers.

It is true that our company's process for dominating the online marketplace you serve may not be the first to reveal the direct route to getting your company to become the top "honey-hole" for the consumers and companies on a quest to find solutions that your company provides. We promise that our paint-by-numbers process will provide you with a 'boost' to your bottom-line in ways you didn't even know existed prior to picking up this client attraction magnet.

In essence, **what we provide is a sequenced approach for legally withdrawing bags of loot from ideal consumers in the most joyful manner, while providing clients with all sorts of high-level data-driven insights that are making the difference at each stage of the transaction cycle.**

In fact, if you were to interview any of our clients or Gold Standard Showroom™ community members, you'll hear statements insinuating that our "triangled" approach to marketing is unique and genius; our copywriting consistently connects and converts at the most *pivotal* points; our grasp on Internet business development and the sales conversion process is second-to-none; our results-reporting process is on-point and transparent; our price-point is affordable for the results clients yield; we help simplify the complex steps for thinking and acting differently than any of your competition through your online infrastructure, and beyond.

Clients love that we show and plan, then execute the how-to steps for getting one thing: RESULTS. And many times, results that have a remarkable lifetime effect for their business!

Building Your Business By Design Has Never Been Simpler

It is up to you to ultimately develop your own carefully defined target group within the population your company wants to serve that is ideally matched with your products, services, and even your own personality.

But the key to making your mission multiply the results in your marketing and advertising is to make all of your messaging (especially when catering to an affluent audience) mirror the way they see and think about themselves.

If you consider yourself an observer or forecaster of business trends, then you've likely attempted to, or hired a person or marketing agency to help you "crack the code" for discovering why so many small and large companies are seeing their core customer base deserting them.

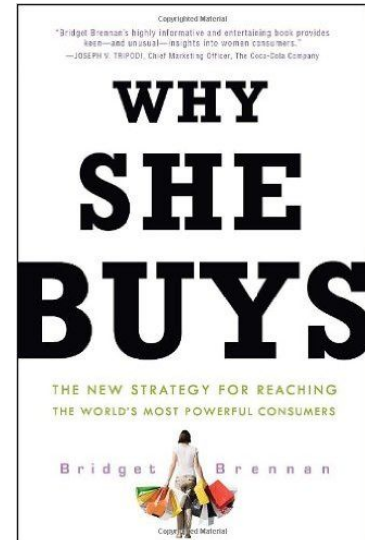
All consumer groups, from the budget-conscious folks who shop the Dollar Store to the divas on Rodeo Drive, share similar concerns and buying motivations. **They are pressed for time—eager that efficiency, competence, and convenience be provided to them.** The biggest difference between these two groups is the divas are willing to pay handsomely for this...

With a more affluent-audience-aimed goods and services, there is a heightened worry about the loss of money, power, status, or security. These consumer groups (spanning six-figure income earners to billionaires), seek approval, recognition, respect—some only from peers, others from the world at large—all from those they conduct business with. So, you better have your marketing and sales systems firing on all high-octane fuel if generating predictable, recurring revenue in a scalable and systematic way is a priority for you and your company from this point forward.

The year 2007 marked the first time there were as many single women as married women in the United States, with no sign of this trend reversing. Today, being “willingly” unmarried is quite chic.

Beginning in 2005, single women became the second-largest group of home buyers, right behind married couples. Shockingly, single women buy nearly two times as many homes as single men. Yet, when have you seen any real estate advertising specifically aimed at single women in the U.S.?

Now, I’m not excluding married women because they’re not important. The fact is they make upwards of 90%+ of purchases for their family. The point of citing these statistics is to showcase how any kind of female audience can become susceptible to certain kinds of product and service offerings when you put THEIR motivation(s) atop your marketing message. (The book pictured covers this nicely.)



Boys Will Be Boys, No Matter Their Age...

The myth is that women are emotional, men are *practical*. Women buy with their hearts, men buy with their heads, with intellect and logic.

The Lamborghini is designed and built to travel at speeds illegal on every road in the United States. How *practical* is that? **The truth is, while women mature, men just get old.** Arrested development.

Did you know affluent men actually train themselves to appreciate fashion quality and design distinctions, and choose certain purveyors, as a means of self-validation as well as a concern about judgements others will make about them based on their apparel?!

And while status is not male versus female, men do seek and get it differently than women. For women, status is often a matter of association. For men, it is more a matter of competition and comparison.

From the locker room to the board room, any marketer, or provider of products or services who finds a way to gain a comparative and competitive advantage status to his affluent friends male customers and clients has the advantage. Men compete against each other for *status within the group*.

In any instance, and with either gender, who you bring through your door matters a lot. So, why not deliberately get the highest value customers you can?!



The “Baby-Boomer” Generation = The Cash Cow Generation
(Especially If You Cater To The Design Community Or Construction Industry)

Boomers represent more than 70% of the U.S. households with incomes exceeding \$75,000 and investable assets exceeding \$200,000. From 2002 through 2012, they inherited an enormous transfer of wealth from their parents, with more to come.

According to the National Association of Realtors, boomers account for 50% to 60% of second-home purchases—a record high for the age group and a reminder that the age old rules of age-based marketing are broken. (Bath, kitchen, and lighting and hardware showroom owners take note!)

In 1946, 3.4 million Americans were born—a million more than in the previous decade.

Starting with 2006, and for the next 19 years, one boomer will turn 60 every 7.5 seconds. The largest number of births in any one year in U.S. history occurred in 1957 with 4.3 million. These Baby Boomers turned 50 in 2007.



As for today's boomers, they are VERY different from generations of past; they are not all eager for classic retirement. In fact, today's boomers are pegging their full retirement at 80, not 65, and are looking for second, third, or fourth careers or new businesses.

The old ideas of shrinking income, fixed incomes, and minimum spending are out the window. Today's boomers have entirely different financial situations and entirely different attitudes.

To quote Ken Bronbach, Author of *Common Sense: Counterintuitive Guide To Generational Marketing*:

"They know what they want. They've been buying the same oil for their cars for years and they wear tan pants... At this point in their lives they want only three things:

- 1. Life made easy.*
- 2. Time saved.*
- 3. Not to be ripped off."*

Through experience, I've come to believe that **boomers are less interested or seduced by things**. Conversely, if you are looking to work with or sell to boomers, they are service consumers more than product buyers. They want nothing as a thing; they want a thing that gives them time, convenience, freedom or ease.

Boomers still think in terms of "classic credibility" while younger consumers do not. For this reason, a far greater reliance of psychographics, and a MUCH MORE serious commitment to such things as lead-generation advertising so boomers self-select; precise list segmentation and message-to-segment matching; sophisticated database management with the best possible tools; and smart use of response lists rather than compiled lists, will get you much more sustainable and scalable marketing and sales traction in today's economy.

Frankly, most businesses—large or small, national or local—WILL FAIL MISERABLY AT CAPITALIZING ON THESE OPPORTUNITIES. As for you, **if you'd like to learn how we can "peek around corners" and forecast what's likely next for your business based on what the data-driven insights are revealing**, booking a five-ish minute call to *look under the hood* of your sales and marketing systems with a watchmaker's precision will likely benefit you greatly.

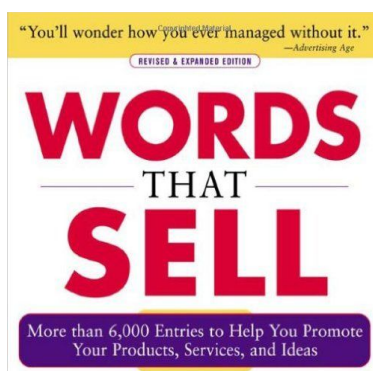
CLICK HERE TO BOOK YOUR COMPANY'S 5ISH MINUTE PHONE CALL WITH ME

As for the tiny number of companies and business owners willing to dig in, get resourceful, and figure all of this out and adapt accordingly, they'll likely be finding the next decade to be the greatest wealth-creating time of their lives. Fact is, with the emergence of the internet, it's never been easier to create more value in your company for the next generation or potential buyers!

One more thing before moving on... Men, women, and baby boomers of either gender want one thing: to be relevant right now, which means that your desired customer's attitudes about things related to your product or service matter MUCH MORE than any facts about your products or service. As the saying goes, *stories sell, facts tell.*

Best-Practice Marketing and Sales Strategies, Tactics, and Tools

Frankly, **we can never know enough. Selling in person or in media is about connection.** On a primitive level, it can be completely mechanized and some, sometimes satisfactory money can be made. However, on a more sophisticated level, **the more we understand, the more we are understood, accepted, liked and trusted by others—in any realm of life.**



One way we translate our understanding of a group is by the language we use when speaking to them. Based on the lack of *fruitful* results, the companies who contact us are getting with their business development efforts, it's obvious: **far too little effort is made by salespeople, copywriters, or owners and decision makers of their company to get the language right.**

When marketing your products or services, you will benefit greatly from carefully choosing and using age-appropriate, gender-appropriate, geography-appropriate nostalgia anchors.

An "anchor" may be a song or music, a universal image, a person, place, or thing already embedded in the prospect's mind that when recalled and linked to you, your product or service produces positive thoughts and warm feeling or a sense of common bond, thus less resistance and greater, faster trust put forth from the prospect toward your marketing message and/or call-to-action prompt.

Mark Twain said the difference between any word and just the right word is the difference between lightweight bags and lightning. SALES LANGUAGE IS CRITICAL!

The truly innovative leaders—folks we call lifestyle design architects in our industry—will make huge new fortunes in today's economy. Making fortunes in manufacturing is just about over and certainly freakish, making fortunes from technology alone is on the ebb. Making fortunes in any single category of business being replaced by multichannel, multimedia, multi-category business based on high customer lifetime value is the current trend to align with and master.

Using this as a metaphor, **you have to start thinking about just how radically your industry and connected or potentially connected industries may change or could be changed, and how you can be in the lead rather than chasing—or worse, watching.**

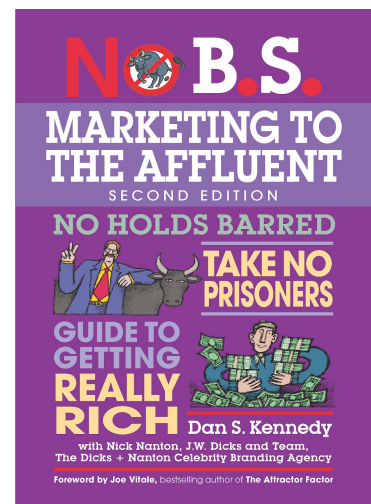
Regardless of what category or classification of consumer is ‘ideal’ for your company: buyers these days resent the lack of knowledge, understanding, and respect a company shows for history. These days, business is “won” when you connect, create, and compel by ‘coaxing’ the core values of your customer base at each step in the transaction cycle.

“I Am—More Often Than Not—Searching For Value, As I Define It...”

~ Consumers Of Quality (As They Define It) Goods ~

If you transact business with the affluent, you will mostly be marketing to people who have made themselves affluent through ingenuity and initiative—not rich heiresses roaming Rodeo Drive between two martini-lunches and hours at the spa or rappers and rock stars or superstar athletes draped in bling. However, **affluent consumers indulge themselves, expensively, and openly!**

Today’s version of ultimate acceptance by society centers on *the way it used to be* in neighborhoods all over Main Street U.S.A. Little boys and girls would play and explore, congregate at the playground, ride bicycles, and climb tree house ladders with a destiny of deciding who the *chosen few* in the club that have climbed up and made it to the *other side* will be...



A symbol of exclusion. *We are in, you are not—nah, nah, nah...*

The rope ladders and “crossing over” to the other side, the *accepted* side, are symbolic of exceptional achievement, accomplishment, and status. Accomplished people do not view their “heightened life experiences” as luck or gifts but as product and then as proof of their superior character.

So, What Do Superior Beings Want...?

It’s really quite simple: **Recognition as Superior Beings.** The sort of segregation that kings and queens have always had, that is *appropriate* for kings and queens: Special privileges. Fawning service. Products and services. Places inaccessible to anyone but kings and queens. In this Internet era, there truly is zero limit as to “how much” exclusivity is enough.

“The Most Common Mistake Made By Marketers Is An Egotistical Belief That Their Customers Are Smarter, More Rational, And More Sophisticated Than Others, Thus Not Behavior Is Driven By Emotions, Justified As Necessary, After The Fact, With Logic.”

~ Dan Kennedy, *No B.S. Guide For Marketing To The Affluent* ~

To best describe what *ingredients* are needed to succeed using a “pipelined” approach for selling more goods and services, you’ll likely find this list of 5 E-factors (*E-factors = the emotional drivers of buying behavior*) helpful for turning more prospects and leads into sales opportunities.

The 5 E-Factors That Apply To Everybody: (If your marketing messages cater to these 5 E-Factors in some way, shape, or form, you’ll have a “winning” campaign every time...)

1. Fear
2. Pride
3. Love
4. Guilt
5. Greed

In addition to the 5 E-Factors affecting everybody, **the affluent have a particular set of E-Factors to consider**, some of which may surprise you:

- insecurity,
- fear of being found fakers,
- desperate desire not to commit a faux pas,
- today, not passe’,
- feeding emotional emptiness;
- giving selves gold stars, and
- after all, what’s the point of being rich?

People are insecure in many ways. **We worry about going backward, about losing money, status or privileges.** If you’ve ever been rich, then you have no frame of reference. But if you have been rich then poor, you know what you’re missing. Being acutely aware of the aggravations, inconveniences, and financial difficulties endured daily by the ordinary mortals that they have left behind and lose a few winks every night worrying about waking up *back there* again can be a motivator that will generate lots of momentum if you *play the situation* properly.

Think of conducting commerce as a high school clique: Everyone in it is as desperate as the others and secretly feeling the others may be superior. Once you know the decision-making drivers for a large or small audience, the key is then to connect with your prospect, high-probability buyer or current clientele at every stage of your transaction cycle in a manner that assures and reinforces that owning your product or being your client signifies significant, exclusive, and elite—regardless of the price-point of what it is you bring to market.



Luxury and Exclusivity is About Experiencing a Transformation

The company who partners with our team to grow their business through the Internet is primarily motivated by no longer wanting to be part of the group of merchants who are stuck in the time warp of conducting business as if people still bought products. They don't. They buy a feeling.

Today, a cup of coffee comes with more options than a Lexus. **Ordinary products morphing into complex arrays of choices, options, add-ons, brands, and luxury brands is one way prices have been inflated and margins inflated even more.**

Starbucks® describes itself as being in the “third-place business”—home, office, Starbucks® in between. They deliberately positioned themselves not to just be a merchant that serves jazzed-up coffee drinks; rather, it is a merchant of place, of feeling, of status, and maybe most of all, of experience. Its inspirations are more Disney® than Denny's®.

The two biggest chain cutters that de-link price from product are who is buying the product, and the context in which the product is presented, priced, and delivered.

Because different consumer groups value different experiences, it is up to you, the marketer, to find the group of consumers you want to match up with an experience you design and can deliver that disconnects price from product.

The most successful marketers learn not to question how the public or their customers get value, but only to strive to find out about it, recognize it, and capitalize on it. To be of service means offering and delivering what customers value; that's the role of a business person. Should you instead feel a need to impose your value criteria on others, you ought to exit business and enter politics or the ministry.



Marketing To Value Is More Powerful Than The Marketing Of Products

As a business owner and marketer, you have a choice between selling things with ham-handed, brute force, typically against resistance, or selling aspirations and emotional fulfillments with finesse, typically with little resistance. This seems like it might be more pleasurable.

As Pamela Danziger, author of *Shopping: Why We Love It and How Retailers Can Create The Ultimate Customer Experience*, put it: **“We want our little pleasures and we want them now.”** She has termed this inching up of price “luxflation”: a form of self-induced inflation, experienced by consumers willing to pay what seems little more for much better. In fact, that little more may be a 500% to 5,000% premium.

Being in the little-indulgence business in a big way can lead to much bigger profits, but even to something more valuable: sustainable unique positioning in your customers’ minds and lives.

DODGE Reports

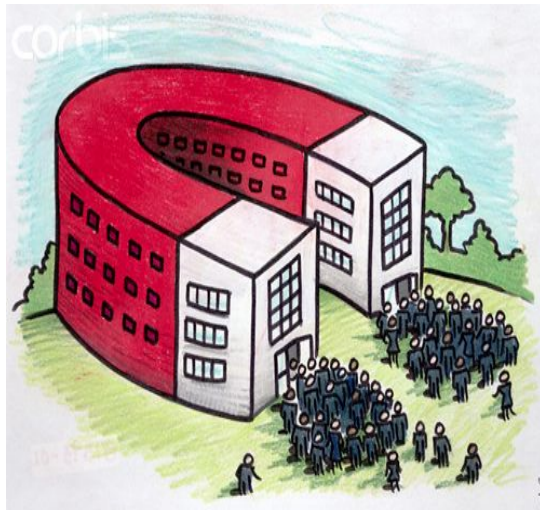
For your own education, pick up copies of the *Robb Report*, *Billionaire Magazine* (an offshoot of the *Robb Report*), *Town and Country*, *Elite Traveler*, *Gentleman’s Quarterly*, *Cigar Aficionado*, *Million-Air*, and other magazines about boating and yachting, private aviation, and luxury travel to see how the “passion and play market” uses lifestyle-laden hints and emotionally charged messaging to de-link price from pragmatism.

Life, Liberty, and The Pursuit Of Happiness

It has been said there are three kinds of liberty: day-to-day liberty, lifestyle liberty, and mental or emotional liberty. I'd like you to consider each one as something you may be able to deliver to the people you proudly serve through your products, services, or business.

As for day-to-day liberty, when we couple all of the annoyances and inconveniences of life (i.e., long hours at work, transporting, playing with and supervising kids, social adventures in the personal and professional worlds with the ever-rising intrusiveness and constant connectedness imposed by technology, and the ever-increasing complexity of everyday life) coupled with all of the mixed marketing messages we receive daily, all added together, equals a VERY high stress, low liberty lifestyle. :(

Earn More, Do Less: How 20% Of Your Work-Load Yields 80% Of Your Results



If you truly understand this quest of attracting 'ideal' clientele, it's not difficult to see what is required of you to make your offerings "magnetic" to them—and to their money. There are three big things you must do effectively—and not in necessarily in any priority order:

ONE: Develop, display, and convey a profound position of expertise, good judgment, understanding, professionalism, and competence. Present yourself as the most trustworthy of advisors. The most trusted advisors relied on by the affluent automatically, and certainly become very affluent themselves.

TWO: Relieve your clients' time, pressure, anxiety, stress, day-to-day hassle, and tasks they'd rather not do or even think about or that should be below their own time's value. Create privilege and luxury-level convenience for them. Make standing in lines, filling out forms, mere mortals' normal burdens go away.

THREE: Give them acceptance, approval, and applause. They are extremely responsive to those who celebrate their success and respect it as earned. Become known as the supporter and advocate of achievement and affluence. Take philosophical positions that counter the constant criticism they receive from most other quarters.

In the next phase of this report, we will flesh out specific strategies supportive of these three objectives so you can be on the fast-track to earning more, doing less, and "winning" more business while gaining sustainable results with your online marketing and sales efforts.

The 3 Ways To Convert All Of The Affluent Clientele You Want

Here's the formula:

1. Decide exactly who you want as a customer - notably, deciding on the level of income, net worth, overall affluence, lifestyle and ambitions, aspirations, interests, and attitudes about spending you want him or her to have.
2. Be sure you have crafted products, services, a business, its positioning everything - for that consumer. Remember, "positional leverage" plays the largest part in your success.
3. Find where that customer is.

That third point is succinct, but far beyond most business owners' comprehension. Most business owners act as if they are trees with deep roots, at the mercy of whatever fertility or infertility, favorable or unfavorable environment exists and evolves around them. **Today, consumers, especially affluent consumers, can be found, identified, effectively communicated with, attracted, and sold to any any distance near or far.**

A Summary Of What Your 'Ideal' Clients Want From The Places They Purchase From

In his book *The Art of Selling to the Affluent*, Matt Oechsli writes, "When people are under a lot of stress, they look for relief. They initiate many major purchase decisions to reward themselves for their hard work and as a stress release. The last thing they want is a hassle." He goes further to give these seven drivers of significant buying decisions by the affluent (boldfacing of keywords and phrases that you've read in this piece previously, mine):



1. **They want to be respected**, even honored, for the level of success they've achieved.
2. They are successful because of the **professionalism and competence** they apply to their work, and they expect no less from others.
3. **They will react strongly to any attempts to deceive them.** If they feel that happens, then they take their business elsewhere.
4. They define value **in their own terms**.
5. Instead of striving to keep up with Joneses, **they want to be different** from the Joneses.
6. They experience enough tension and hassles in their daily work life. **They want to be free** from all of that when dealing with people who would like to sell them something (and keep them as customers / clients / patients / business-to-business vendors).
7. They can afford and are **willing to pay for the best information, the best products, the highest level of competence, and the best professional services available.**

Next, consider the magnification of this to lifestyle. The affluent are on a search, a life and lifestyle quest. They are on:

- A quest for respect.
- A quest for competence.
- A quest for integrity.
- A quest for status and value meaningful to them.
- A quest for relief from stress, difficulty, and responsibility.
- Most of all, a quest for competence.

They often arrange their lives and the locations in ways reflective of this quest.

Final Words Of Wisdom For All Forward-Thinking Entrepreneurs

Consumer behavior is being redefined as we speak. Just think, since first publishing this piece in the spring of 2019, things that once were, no longer are. Yikes! Thus, we must remember: **Consumers, especially of an affluent pedigree, are less concerned with convenience and are more willing to conduct business at a distance, import from afar, or travel places to get exactly what they want and what they believe to be the best of a category.**

The affluent buy a great many things without regard for normal and customary boundaries.

Based on data from the Mendelsohn Affluent Surveys, we know that one-in-five (22% to be exact) of U.S. households have more than 55% of all earned income. Again, more than half of all the income in the United States is concentrated in only one-in-five households.

In closing, one thing I know for sure is that you are on a quest to find these people, connect and converse with them, get them to ask questions and take a “deeper-dive” into your buying experience. Then, once they buy, get them to buy more and refer their friends, family members, and colleagues to come your way because of how you competently served them.

From my place of business to yours, I want to wish you the best of luck searching, attracting, compelling, converting, selling, and up-selling all of the folks who fit your company’s ‘ideal’ client profile. I promise that **IF YOU FOLLOW EVEN 10% OF WHAT I SHARED IN THIS PIECE**, you will have more cash-in-hand consumers self-selecting you over the rest of the folks walking lock-step, following the group-march, groupthink, group-do mentality in your marketplace.

To higher profits, and beyond you go!

~ John Gosselin

P.S. - If you need assistance putting a pipelined approach in place that feeds the “right bait” to your company’s ‘ideal’ critter in a systematic way, please click any of the action prompts in this publication or reach out to me directly. The best way to get me by phone is (781) 780-2110 and my best email is John@ShowroomMarketing.com.

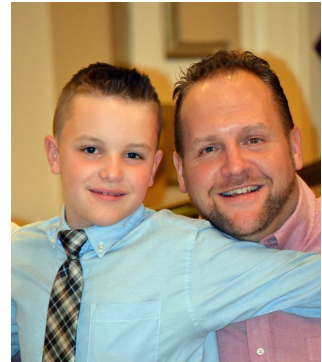
About The Author & How His Purpose Will Surge Your Business Forward

John Gosselin has been “putting service before self” since the 2nd grade when he would extend holiday pleasantries with clients of his dad’s limousine and livery business in the Boston area.

In his twenties, John constructed a thriving in-home personal training and anti-aging business, pioneered the Strength and Conditioning program at the Buckingham, Browne and Nichols School (BB&N), amassed a portfolio of rental properties, and was awarded “Rotarian of the Year” for the Bedford, MA Rotary Club for his exceptional work in the community.

Although a fan of fitness and anti-aging, John transitioned to the Internet where he, with the help of his business partner, Austin Pike, has innovated one of the most preeminent systems available for attracting, converting, and monetizing the marketability of their client’s offerings.

Together, the leadership team at EarnMoreDoLess.com, ShowroomMarketing.com and GoldStandardShowroom.com help clients generate hundreds of millions of dollars per year by designing websites and landing pages that look spectacular and function optimally on all devices, create Google Ads® campaigns that consistently out-perform the industry average for both the marketing and sales side of the equation, have developed an innovative Outbound Marketing System that works as one client said “Better than anything I’ve ever bought from Google for B-2-B commerce,” and uses and shares their proprietary one-to-one video marketing tool, DealEngine, to influence would-be buyers to go nowhere else when searching for the perfect service provider to solve their *unmet* need(s).



However, John is most proud of the business his 14 year-old son has built, DreamBigville.org. Starting at the ripe age of 6, Zack has “done thoughtful differently” by raising and donating over \$22,500 to help people and causes facing what he calls ‘trying’ times’. Although Zack has been interviewed on television, made the cover-story for several newspapers, worked with multiple professional athletes in the Boston area, spoke to audiences upwards of 200 people, was honored with a “Young Hero” award, and has built an impressive donor list, it is the tears the “Gosselin Guys” share from all that they have given back that keeps this dynamic duo focused in a laser-like fashion to bring even more immense value as mission-driven marketers.

**4 Case-Studies That Validate How Marketing Can Be Magnetic And Converting
Leads To Sales Will Happen Systematically And Consistently When Done Properly**

"I've Worked With John & Austin For Almost 8 Years And Have Consistently Seen 30% Gains In Profits Year-Over-Year. I Am An Adopter Of Everything This Dynamic Duo Comes To Me With. Not Only Are These Guys Talented, But I Support Zack, John's Son, 100%."

Michael Battista - MoniquesBathShowroom.com



"For 15 Years I've Been Looking To Partner In My Marketing Efforts With A Company Who Could Take My Sales To The Next Level... Not Only Is My Search Is Over With This Team, But My Sales And Lead-Flow Numbers Are W-A-Y Up Since Hiring John & Austin."

Karl Ivester - NewEnglandShutter.com



"I've Been 'Pitched' By Hundreds Of Marketing Companies In My 26 Years At This Job. However, I've Never Come Across A Tandem Quite Like The ShowroomMarketing.com. Team. Their Gameboard Is Great, But Nowhere Near As Impressive As Their Prowess With Numbers."

Susan Gurry - HornerMillwork.com



"These Guys Pay Attention To The Details, Know Their Numbers, Communicate At Every Step Of The Process And Have The Best B2B Marketing Program I've Seen In Decades!"

Bob Goldstein - UniqueSurety.com



Bonus Sales Conversion Tip #1

Until you come to grips with the truth about prosperity NEVER being a zero-sum game, where one person's wealth or, by your judgement, waste deprives someone else, you are hamstrung, handcuffed, hogtied mentally, emotionally, and practically in your own attraction of wealth.

Bonus Sales Conversion Tip #2

By buying a product or service from a company or professional that is actively and publicly doing something praiseworthy, a consumer feels they are helping out as well—*without having to do anything besides make a purchase they were probably going to make anyway.*

The key here is to elevate your company above the dollars-and-cents mentality and actively contribute to society. Fact: When a business engages in what we like to call "Mission-Driven Marketing," it gives itself a clear and distinct advantage that its competition lacks.

Aligning yourself with "social causes" shows that you are responsible and align yourself with what is moving society forward today. If you cater to an affluent clientele, Kayla Hutzler writes in *Luxury Daily*, "... research shows that 66% of affluent consumers are loyal to brands that are socially conscious and *will* choose those brands over competitors." As for other ongoing research, it is confirming not only that affluent consumers like mission-driven companies and service providers, they believe all brands and companies *should* be.

Bonus Sales Conversion Tip #3

Between 25% and 35% of affluents own multiple homes for personal use, with the majority owning two. For those with multiple residences, the average value of the second residence or vacation home is \$865,000; the average value of the primary residence is \$1.3 million to \$1.4 million.

As with all big-ticket purchases made by the mass-affluent and affluent for their homes, whether kitchens, theater rooms, meticulously landscaped and lit backyards with grill areas rivaling the kitchen, and so on, it's not about utility, but about a variety of emotional issues.

Own Or Work For A Bath & Kitchen Showroom?!

[Take Our Gold Standard Showroom™ Test Today](#)